# OP \$340.00 86235409

#### TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM309052

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
LF USA, Inc.		05/31/2014	CORPORATION: DELAWARE

#### **RECEIVING PARTY DATA**

Name:	GBG USA Inc.	
Street Address:	350 Fifth Avenue	
Internal Address:	9th Floor	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10118	
Entity Type:	CORPORATION: DELAWARE	

#### **PROPERTY NUMBERS Total: 13**

THOU ETT THOMBETTO TOWN TO				
Number	Word Mark			
86235409	GLOBAL BRANDS GROUP			
86235374	GLOBAL BRANDS GROUP			
78849442	LUXE VERSAILLES			
77980834	THREADS & HEIRS			
77768313	FASHIONABLY ME			
77884572	SPARROW TRUE			
77766900	WRAPPIE			
77620243	LILY BLOOM			
76061114				
76669608	SUPER SET			
76668073	SUPER SET			
76061036	ROSETTI			
75663144	ROSETTI NEW YORK			
	86235409 86235374 78849442 77980834 77768313 77884572 77766900 77620243 76061114 76669608 76668073 76061036			

#### CORRESPONDENCE DATA

**Fax Number:** 2026288844

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

**Phone:** 202.624.2500

**Email:** edocket@crowell.com

TRADEMARK

900293542 REEL: 005311 FRAME: 0447

Correspondent Name: Dickerson M. Downing - Crowell & Moring

Address Line 1: P.O. Box 14300

Address Line 4: Washington, D.C. 20004

ATTORNEY DOCKET NUMBER: 109797.T1203US

NAME OF SUBMITTER: Dickerson M. Downing

SIGNATURE: /Dickerson M. Downing/

DATE SIGNED: 06/30/2014

**Total Attachments: 2** 

source=Name Change - GBG USA Inc Amendment#page1.tif source=Name Change - GBG USA Inc Amendment#page2.tif

TRADEMARK
REEL: 005311 FRAME: 0448

Delaware

### The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "LF USA INC.", CHANGING ITS NAME FROM "LF USA INC." TO "GBG USA INC.", FILED IN THIS OFFICE ON THE FOURTH DAY OF JUNE, A.D. 2014, AT 2:41 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2108143 8100

140795950

DATE: 06-05-14

AUTHENT\(\)C\(\)TION: 1429202

**TRADEMARK** REEL: 005311 FRAME: 0449

Jeffrey W. Bullock, Secretary of State

You may verify this certificate online at corp.delaware.gov/authver.shtml

State of Delaware Secretary of State Division of Corporations Delivered 02:51 PM 06/04/2014 FILED 02:41 PM 06/04/2014 SRV 140795950 - 2108143 FILE

## CERTIFICATE OF AMENDMENT OF THE CERTIFICATE OF INCORPORATION OF LF USA INC.

Under Section 242 of the Delaware General Corporation Law

LF USA Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"), does hereby certify as follows:

FIRST: The name of the Corporation is "LF USA Inc." The original Certificate of Incorporation of the Corporation was filed with the Secretary of State of the State of Delaware (the "Secretary of State") on November 20, 1986, under its former name "West Bay Design Inc."

SECOND The amendment of the Certificate of Incorporation affected by this Certificate of Amendment is to change the name of the Corporation.

THIRD: To accomplish the foregoing amendment, paragraph FIRST of the Certificate of Incorporation is hereby deleted in its entirety, and the following new paragraph is substituted in lieu thereof:

"FIRST: The name of the corporation (the "Corporation") is: "GBG USA Inc."

FOURTH: This Certificate of Amendment has been duly authorized by the unanimous written consent of the Board of Directors of the Corporation and adopted by a majority of the stockholders of the Corporation in accordance with the provisions of Sections 141 and 228 of the Delaware General Corporation Law.

FIFTH: The amendment to the Certificate of Incorporation of the Corporation set forth in this Certificate of Amendment has been duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this certificate to be signed this 31 day of May, 2014.

By:

Name:

Robert K. Smits

Title:

**EVP** - Secretary

TRADEMARK REEL: 005311 FRAME: 0450

RECORDED: 06/30/2014